



KNXV

ORDER

Print Date 10/08/12 Page 1 of 3

Flight Dates 10/09/12-10/15/12

Contract / Revision 314075 / **DSCC IE**

Original Date / Revision 10/05/12 10/05/12

Advertiser **DSCC**

Agency **Great American Media**

Buying Contact

1010 Wisconsin Avenue NW - Suite Washington, DC 20007

Product **DSCC IE**

Agency Com 15% Billing Type Cash

Billing Contact

1010 Wisconsin Avenue NW - Suite Washington, DC 20007

Demographic A25-54

Rev Codes POL POL PARTY

Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-1

Agency Ref 2 Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 272000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	54400
KPNX	17%	46240
KPPX	%	0
KSAZ	25%	68000
KTVK	18%	48960
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	49	\$46,240.00	\$54,400.00	0.00	10/01/12	10/15/12	49	\$46,240.00	\$54,400.00
Totals	49	\$46,240.00	\$54,400.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
N 1	KNXV	10/09/12	10/12/12	M-F 10am-11am The View	CM	10am-11am	-TWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/08/12	10/14/12	-TWTF--		4									
N 2	KNXV	10/15/12	10/15/12	M-F 10am-11am The View	CM	10am-11am	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/15/12	10/21/12	M-----		1									
N 3	KNXV	10/09/12	10/12/12		CM	12pm-1pm	-TWTF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00



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Print Date: 10/08/12

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Contract / Revision **314075** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision **10/05/12/ 10/05/12**

Order Sep **00:20:00**

Advertiser **DSCC**

Product **DSCC IE**

Estimate # **1992**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 12pm-1pm The Chew												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4	\$250.00			0.00						
N 4	KNXV	10/15/12	10/15/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	M-----	:30	1	\$250.00	P-3	0.00	NM		1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$250.00			0.00						
N 5	KNXV	10/09/12	10/12/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-TWTF--	:30	4	\$400.00	P-3	0.00	NM		4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4	\$400.00			0.00						
N 6	KNXV	10/15/12	10/15/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M-----	:30	1	\$400.00	P-3	0.00	NM		1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$400.00			0.00						
N 7	KNXV	10/14/12	10/14/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$250.00	P-3	0.00	NM		1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1	\$250.00			0.00						
N 8	KNXV	10/14/12	10/14/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$250.00	P-3	0.00	NM		1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1	\$250.00			0.00						
N 9	KNXV	10/09/12	10/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TWTF--	:30	2	\$500.00	FX	0.00	NM		2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		2	\$500.00			0.00						
N 10	KNXV	10/09/12	10/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-TWTF--	:30	4	\$1,500.00	FX	0.00	NM		4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4	\$1,500.00			0.00						
N 11	KNXV	10/15/12	10/15/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$1,500.00	FX	0.00	NM		1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$1,500.00			0.00						
N 12	KNXV	10/09/12	10/12/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-TWTF--	:30	4	\$1,500.00	FX	0.00	NM		4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4	\$1,500.00			0.00						
N 13	KNXV	10/15/12	10/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$1,500.00	FX	0.00	NM		1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$1,500.00			0.00						
N 14	KNXV	10/13/12	10/13/12	Nascar Nascar	CM	Various times	-----S-	:30	1	\$1,200.00	P-3	0.00	NM		1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1	\$1,200.00			0.00						
N 15	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$600.00	P-2	0.00	NM		1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1	\$600.00			0.00						



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Contract / Revision **314075** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00

Advertiser **DSCC**

Product **DSCC IE**

Estimate # **1992**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N15	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----S 1 \$600.00 0.00															
N16	KNXV	10/09/12	10/12/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	TWTF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -TWTF-- 4 \$250.00 0.00															
N17	KNXV	10/15/12	10/15/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-----		:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 M----- 1 \$250.00 0.00															
N18	KNXV	10/09/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -TWTF-- 3 \$1,800.00 0.00															
N19	KNXV	10/09/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -TWTF-- 4 \$1,000.00 0.00															
N20	KNXV	10/15/12	10/15/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 M----- 1 \$1,000.00 0.00															
N21	KNXV	10/13/12	10/13/12	PR Various Non-Net 2	CM	9-10pm	-----S-	:30	1	\$700.00	P-6	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----S- 1 \$700.00 0.00															
N22	KNXV	10/15/12	10/15/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 M----- 1 \$6,000.00 0.00															
N23	KNXV	10/10/12	10/10/12	Wednesday Prime A	CM	7pm-8pm	-- W---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -- W--- 1 \$4,000.00 0.00															
N24	KNXV	10/14/12	10/14/12	Sunday Prime C Sunday Prime C	CM	8pm-9pm	-----S	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----S 1 \$4,500.00 0.00															
N25	KNXV	10/14/12	10/14/12	Sunday Prime D Sunday Prime D	CM	9pm-10pm	-----S	:30	1	\$3,500.00	P-6	0.00	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----S 1 \$3,500.00 0.00															

Totals 49 \$54,400.00